

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Seth Haberman et al. Examiner: Michael P. Van Handel  
Application No.: 09/841,465 Conf. No.: 5373  
Filing Date: April 24, 2001 Art Unit: 2623  
For: SYSTEM AND METHOD FOR SIMULTANEOUS BROADCAST FOR  
PERSONALIZED MESSAGES

Mail Stop RCE  
Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REPLY TO OFFICE ACTION**

Dear Sir,

Responsive to the Office Action dated September 17, 2007, applicants hereby amend the above-identified patent application as follows:

**Amendments of the Claims** are reflected in the listing of claims that begins on page 2 of this Reply.

**Remarks** begin on page 6 of this Reply.